

# Demographic Profile | 2018 HOUSTON WHERE GUESTBOOK®



## READER DEMOGRAPHICS

### Gender

Male	67%
Female	33%

**Average Age** 45

### Marital Status

Married	53%
Unmarried*	47%

\*single, partnered, separated, widowed, divorced

### Affluence

Average Household Income: \$130,000	<b>Age</b> < 45
Average Household Income: \$149,000	> 45

### Education and Employment

Graduated College+	75%
Post-Graduate Study/Degree	43%
Professional/Managerial Employment	77%

## READER ENGAGEMENT

- 78% of readers obtain the book in-room and 12% obtain in their hotel lobby
- Readers spend an average of 44 minutes, in total, reading **Where GuestBook.**
- 50% Where GuestBook readers are repeat readers.
- Readers refer to the book 3 times during their trip.
- Where Guestbook is the primary source for visitor information for 95% of readers
- 94% of readers have taken an action as a result of reading Where Guestbook

Source: 2015 Where GuestBook Reader Profile Study, GfK, MRI